

**U.S. Patent Application 09/990,541 – Amended Claims**

Claims 1 through 12 (canceled)

Claim 13 (currently amended) ~~The database system in accordance with claim 9, wherein~~ A database system for storing profile data related to web site visitors to a web store web site operated by an E-Business retailer, said profile data being organized within said database system in accordance with a logical data model, said logical data model comprising a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system, wherein:

said profile information comprises a customer score associated with each one of said web site visitors; and

said customer scores are determined from previous behavior of said web site visitors with said E-Business retailer, and is an indication of said web site visitors future behavior with said E-Business retailer.

Claim 14 (currently amended) ~~The database system in accordance with claim 9, A database system for storing profile data related to web site visitors to a web store web site operated by an E-Business retailer, said profile data being organized within said database system in accordance with a logical data model, said logical data model comprising a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system, wherein said profile information includes at least one information type selected from the group consisting of:~~

information concerning occupations of said visitors;

information concerning income levels of said visitors;

information concerning educational levels of said visitors;  
marital status information about said visitors;  
gender information about said visitors;  
ethnicity information about said visitors;  
residence information about said visitors; and  
language information about said visitors.

Claim 15 (currently amended) ~~The database system in accordance with claim 9,~~ A database system for storing profile data related to web site visitors to a web store web site operated by an E-Business retailer, said profile data being organized within said database system in accordance with a logical data model, said logical data model comprising a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system, wherein said profile information includes:

information concerning frequency of visits and frequency of transactions conducted by said visitors with said web store web site.

Claims 16 through 19 (canceled)

Claim 20 (currently amended) ~~The customer relationship management system in accordance with claim 16,~~ wherein A customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

a database for storing and organizing said information;  
a logical data model defining the manner in which said information is stored and related within said database; and

a subject area within said logical data model defining the manner in which profile information concerning web site visitors to a web store web site operated by said E-Business retailer is stored and organized within said database; and wherein:

said profile information comprises a customer score associated with each one of said web site visitors; and

said customer scores are determined from previous behavior of said web site visitors with said E-Business retailer, and is an indication of said web site visitors future behavior with said E-Business retailer.

Claim 21 (currently amended) ~~The customer relationship management system in accordance with claim 16;~~ A customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

a database for storing and organizing said information;

a logical data model defining the manner in which said information is stored and related within said database; and

a subject area within said logical data model defining the manner in which profile information concerning web site visitors to a web store web site operated by said E-Business retailer is stored and organized within said database;

wherein said profile information includes at least one information type selected from the group consisting of:

information concerning occupations of said visitors;

information concerning income levels of said visitors;

information concerning educational levels of said visitors;

marital status information about said visitors;

gender information about said visitors;

ethnicity information about said visitors;  
residence information about said visitors; and  
language information about said visitors.

Claim 22 (currently amended) ~~The customer relationship management system in accordance with claim 16,~~ A customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

a database for storing and organizing said information;

a logical data model defining the manner in which said information is stored and related within said database; and

a subject area within said logical data model defining the manner in which profile information concerning web site visitors to a web store web site operated by said E-Business retailer is stored and organized within said database; and

wherein said profile information ~~includes:~~ includes information concerning frequency of visits and frequency of transactions conducted by said visitors with said web store web site.

Claims 23 through 26 (canceled)

Claim 27 (currently amended) ~~The method in accordance with claim 23,~~ wherein In a customer relationship system for an E-Business retailer, a method for managing profile information concerning web site visitors to a web store web site operated by said E-Business retailer, said method comprising the step of establishing a database for storing and organizing said profile information, said profile information being organized within said database in accordance with a logical data model including a plurality of entities and relationships defining the

manner in which said profile information is stored and organized within said database system; wherein:

said profile information comprising a customer score associated with each one of said web site visitors; and

said customer scores are determined from previous behavior of said web site visitors with said E-Business retailer, and is an indication of said web site visitors future behavior with said E-Business retailer.

Claim 28 (currently amended) ~~The method in accordance with claim 23,~~  
In a customer relationship system for an E-Business retailer, a method for managing profile information concerning web site visitors to a web store web site operated by said E-Business retailer, said method comprising the step of establishing a database for storing and organizing said profile information, said profile information being organized within said database in accordance with a logical data model including a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system, wherein said profile information includes at least one information type selected from the group consisting of:

- information concerning occupations of said visitors;
- information concerning income levels of said visitors;
- information concerning educational levels of said visitors;
- marital status information about said visitors;
- gender information about said visitors;
- ethnicity information about said visitors;
- residence information about said visitors; and
- language information about said visitors.

Claim 29 (currently amended) ~~The method in accordance with claim 23,~~  
~~wherein~~ In a customer relationship system for an E-Business retailer, a method for  
managing profile information concerning web site visitors to a web store web site  
operated by said E-Business retailer, said method comprising the step of  
establishing a database for storing and organizing said profile information, said  
profile information being organized within said database in accordance with a  
logical data model including a plurality of entities and relationships defining the  
manner in which said profile information is stored and organized within said  
database system; wherein said profile information includes: includes information  
concerning frequency of visits and frequency of transactions conducted by said  
visitors with said web store web site.